

ORDER



Orders
Order / Rev: 703181
Alt Order #: 06256499
Product Desc: OBAMA SKED A
Estimate: 1522
Flight Dates: 08/03/12 - 09/03/12
Original Date / Rev: 07/27/12 / 09/05/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Obama/D/President
Demographic: A35+
Product Codes: PL-Presidential,Political,PL-Federal
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	453	\$508,350.00	\$432,097.50
08/27/12	09/03/12	180	\$156,425.00	\$132,961.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	453	\$508,350.00	\$432,097.50	0.00
September 2012	180	\$156,425.00	\$132,961.25	0.00
Totals	633	\$664,775.00	\$565,058.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WKYC	28%	\$664,775.00
Market	100%	\$2,374,196.43

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBNX	1%	\$23,741.96
WEWS	28%	\$664,775.00
WJW	28%	\$664,775.00
WOIO	13%	\$308,645.54
WUAB	2%	\$47,483.93

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	08/07/12	08/31/12	Days of Our Lives	CM	1p-2p	- TWTF - -	:30	1	\$500.00	P-2	0.00	NM	12	\$6,000.00
Days of Our Lives															
COMMENTS APPLY TO SUB LINES A THRU B															
DAYS-OUR LIVES<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/06/12	08/12/12	- TWTF - -	1		\$500.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	08/06/12-08/12/12		Days of Our Lives		1p-2p	- TWThF - - - -	:30		(\$500.00)		0.00	NM		
Credited															
Week:		08/13/12	08/19/12	- TWTF - -	4		\$500.00	0.00							
Week:		08/20/12	08/26/12	- TWTF - -	4		\$500.00	0.00							
Week:		08/27/12	09/02/12	- TWTF - -	4		\$500.00	0.00							

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Advertiser: Obama/D/President
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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WKYC	08/14/12	08/31/12	M-F 10-11a Today Show III	CM	10a-11a	- TWTF - -	:30	10	\$225.00	P-2	0.00	NM	30	\$6,750.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	- TWTF - -		10				\$225.00		0.00			
	Week:	08/20/12	08/26/12	- TWTF - -		10				\$225.00		0.00			
	Week:	08/27/12	09/02/12	- TWTF - -		10				\$225.00		0.00			
E 3	WKYC	08/03/12	08/03/12	Olympics Weekday DT Olympics Weekday DT	CM	Olympics Weekday (10:00 AM-5:00 PM)	- - - - F - -	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
OLYMPICS DAYTIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/30/12	08/05/12	- - - - F - -		4				\$1,000.00		0.00			
E 4	WKYC	08/14/12	08/31/12	Tonight Show Tonight Show	CM	1135p-1237a	- TWTF - -	:30	7	\$600.00	P-2	0.00	NM	21	\$12,600.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	- TWTF - -		7				\$600.00		0.00			
	Week:	08/20/12	08/26/12	- TWTF - -		7				\$600.00		0.00			
	Week:	08/27/12	09/02/12	- TWTF - -		7				\$600.00		0.00			
E 5	WKYC	08/14/12	08/31/12	M-F 11a-1230p Live on Lakeside	CM	11a-1230p	- TWTF - -	:30	6	\$250.00	P-2	0.00	NM	18	\$4,500.00
WKYC NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	- TWTF - -		6				\$250.00		0.00			
	Week:	08/20/12	08/26/12	- TWTF - -		6				\$250.00		0.00			
	Week:	08/27/12	09/02/12	- TWTF - -		6				\$250.00		0.00			
E 6	WKYC	08/14/12	08/31/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	- TWTF - -	:30	4	\$500.00	P-2	0.00	NM	12	\$6,000.00
J FALLON-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	- TWTF - -		4				\$500.00		0.00			
	Week:	08/20/12	08/26/12	- TWTF - -		4				\$500.00		0.00			
	Week:	08/27/12	09/02/12	- TWTF - -		4				\$500.00		0.00			
E 7	WKYC	08/14/12	08/31/12	Today Show Overnight Today Show Overnight	CM	2xm-230xm (2:00 XM-2:30 XM)	- TWTF - -	:30	1	\$50.00	P-2	0.00	NM	3	\$150.00
TODAY ALL NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	- TWTF - -		1				\$50.00		0.00			
	Week:	08/20/12	08/26/12	- TWTF - -		1				\$50.00		0.00			
	Week:	08/27/12	09/02/12	- TWTF - -		1				\$50.00		0.00			
E 8	WKYC	08/07/12	08/31/12	M-F 2-3p Rachel Ray	CM	2-3p	- TWTF - -	:30	1	\$250.00	P-2	0.00	NM	12	\$3,000.00
COMMENTS APPLY TO SUB LINES A THRU B RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	- TWTF - -		1				\$250.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	08/06/12-08/12/12		M-F 2-3p		2-3p		- TWThF - - - -	:30	(\$250.00)		0.00	NM		
Credited															
	Week:	08/13/12	08/19/12	- TWTF - -		4				\$250.00		0.00			
	Week:	08/20/12	08/26/12	- TWTF - -		4				\$250.00		0.00			
	Week:	08/27/12	09/02/12	- TWTF - -		4				\$250.00		0.00			
E 9	WKYC	08/07/12	08/31/12	M-F 3-4p The Doctors	CM	3p-4p	- TWTF - -	:30	1	\$350.00	P-2	0.00	NM	21	\$7,350.00
COMMENTS APPLY TO SUB LINES A THRU B DOCTORS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	- TWTF - -		1				\$350.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	08/06/12-08/12/12		M-F 3-4p		3p-4p		- TWThF - - - -	:30	(\$350.00)		0.00	NM		
Credited															
	Week:	08/13/12	08/19/12	- TWTF - -		7				\$350.00		0.00			
	Week:	08/20/12	08/26/12	- TWTF - -		7				\$350.00		0.00			

Advertiser:	Obama/D/President
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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 9	WKYC	08/07/12	08/31/12	M-F 3-4p The Doctors	CM	3p-4p	- TWTF - -	:30	1	\$350.00	P-2	0.00	NM	21	\$7,350.00
COMMENTS APPLY TO SUB LINES A THRU B DOCTORS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/27/12	09/02/12	- TWTF - -			7			\$350.00			0.00		
E 10	WKYC	08/14/12	08/31/12	Early Today Early Today	CM	4a-430a	- TWTF - -	:30	4	\$25.00	P-2	0.00	NM	11	\$275.00
EARLY TDAY-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/13/12	08/19/12	- TWTF - -			4			\$25.00			0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	NKYC	08/13/12-08/19/12		Early Today	4a-430a		- TWThF - - - -	:30		(\$25.00)	0.00	NM			
Credited															
Week:		08/20/12	08/26/12	- TWTF - -			4			\$25.00			0.00		
Week:		08/27/12	09/02/12	- TWTF - -			4			\$25.00			0.00		
E 11	WKYC	08/07/12	08/31/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	- TWTF - -	:30	1	\$425.00	P-2	0.00	NM	22	\$9,350.00
COMMENTS APPLY TO SUB LINES A THRU B ELLEN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/06/12	08/12/12	- TWTF - -			1			\$425.00			0.00		
Week:		08/13/12	08/19/12	- TWTF - -			7			\$425.00			0.00		
Week:		08/20/12	08/26/12	- TWTF - -			7			\$425.00			0.00		
Week:		08/27/12	09/02/12	- TWTF - -			7			\$425.00			0.00		
E 12	WKYC	08/07/12	08/31/12	M-F 430a-5a 430a News	CM	430a-5a	- TWTF - -	:30	1	\$100.00	P-2	0.00	NM	16	\$1,600.00
COMMENTS APPLY TO SUB LINES A THRU B CH 3 NEWS 430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/06/12	08/12/12	- TWTF - -			1			\$100.00			0.00		
Week:		08/13/12	08/19/12	- TWTF - -			5			\$100.00			0.00		
Week:		08/20/12	08/26/12	- TWTF - -			5			\$100.00			0.00		
Week:		08/27/12	09/02/12	- TWTF - -			5			\$100.00			0.00		
E 13	WKYC	08/14/12	08/31/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	- TWTF - -	:30	8	\$650.00	P-2	0.00	NM	24	\$15,600.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/13/12	08/19/12	- TWTF - -			8			\$650.00			0.00		
Week:		08/20/12	08/26/12	- TWTF - -			8			\$650.00			0.00		
Week:		08/27/12	09/02/12	- TWTF - -			8			\$650.00			0.00		
E 14	WKYC	08/07/12	08/10/12	M-F 5-6p News (Olympic) M-F 5-6p News (Olympics)	CM	M-F 5-6P	- TWTF - -	:30	10	\$1,400.00	P-2	0.00	NM	10	\$14,000.00
OLYMPICS EN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/06/12	08/12/12	- TWTF - -			10			\$1,400.00			0.00		
E 15	WKYC	08/07/12	08/31/12	M-F 5-6p Dr. Phil	CM	5p-6p	- TWTF - -	:30	7	\$650.00	P-2	0.00	NM	22	\$14,300.00
COMMENTS APPLY TO SUB LINES A THRU B DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		08/06/12	08/12/12	- TWTF - -			1			\$650.00			0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	NKYC	08/06/12-08/12/12		M-F 5-6p	5p-6p		- TWThF - - - -	:30		(\$650.00)	0.00	NM			
See MG 15.23															
23	NKYC	08/07/12-08/10/12		M-F 5-6p News (Olympic)	M-F 5-6P		- TWThF - - - -	:30		\$650.00	0.00	NM			
Ⓜ MG for 15.1 08/07															
Week:		08/13/12	08/19/12	- TWTF - -			7			\$650.00			0.00		
Week:		08/20/12	08/26/12	- TWTF - -			7			\$650.00			0.00		
Week:		08/27/12	09/02/12	- TWTF - -			7			\$650.00			0.00		
E 16	WKYC	08/07/12	08/10/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	- TWTF - -	:30	14	\$750.00	P-2	0.00	NM	14	\$10,500.00
OLYMPIC EARLY MORNING															

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WKYC

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E 16	WKYC	08/07/12	08/10/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	- TWTF--	:30	14	\$750.00	P-2	0.00	NM	14	\$10,500.00
OLYMPIC EARLY MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	- TWTF--	14		\$750.00		0.00						
E 17	WKYC	08/14/12	08/31/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	- TWTF--	:30	8	\$850.00	P-2	0.00	NM	23	\$19,550.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	- TWTF--	8		\$850.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
5	NKYC	08/13/12-08/19/12		M-F 6-7a	6a-7a		- TWThF----	:30	(\$850.00)	0.00	NM				
See MG 21.75,21.76,21.77															
[NA/Oversold]															
Week:		08/20/12	08/26/12	- TWTF--	8		\$850.00		0.00						
Week:		08/27/12	09/02/12	- TWTF--	8		\$850.00		0.00						
E 18	WKYC	08/14/12	08/31/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	- TWTF--	:30	7	\$1,200.00	P-2	0.00	NM	20	\$27,600.00
CH 3 NWS AT 7<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	- TWTF--	7		\$1,200.00		0.00						
Week:		08/20/12	08/26/12	- TWTF--	7		\$1,200.00		0.00						
Week:		08/27/12	09/02/12	- TWTF--	7		\$1,200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
17	NKYC	08/27/12-09/02/12		M-F 7-730p	7-730p		- TWThF----	:30	(\$1,200.00)	0.00	NM				
See MG 18.22															
[Prgm Change] football															
20	NKYC	08/27/12-09/02/12		M-F 7-730p	7-730p		- TWThF----	:30	(\$1,200.00)	0.00	NM				
See MG 18.22															
[Prgm Change] football															
22	NKYC	08/27/12-09/02/12		Browns Pre-Season Football	Browns Pre-Seaso		---Th----	:30	\$4,800.00	0.00	NM				
Ⓜ MG for 22.13,22.12,18.17,18.20															
combine and upgrade, program change															
E 19	WKYC	08/07/12	08/10/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	- TWTF--	:30	6	\$1,400.00	P-2	0.00	NM	6	\$8,400.00
OLYMPIC EN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	- TWTF--	6		\$1,400.00		0.00						
E 20	WKYC	08/07/12	08/10/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWTF--	:30	30	\$750.00	P-2	0.00	NM	30	\$22,500.00
OLYMPIC EARLY MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	- TWTF--	30		\$750.00		0.00						
E 21	WKYC	08/07/12	08/31/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWTF--	:30	2	\$850.00	P-2	0.00	NM	75	\$63,750.00
COMMENTS APPLY TO SUB LINES A THRU B															
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	- TWTF--	2		\$850.00		0.00						
Week:		08/13/12	08/19/12	- TWTF--	24		\$850.00		0.00						

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Advertiser: Obama/D/President
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 Estimate: 1522
WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 21	WKYC	08/07/12	08/31/12	M-F 7-9a Today Today Show COMMENTS APPLY TO SUB LINES A THRU B TODAY SHW	CM	7a-9a	- TWTF - -	:30	2	\$850.00	P-2	0.00	NM	75	\$63,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	- TWTF - -		24				\$850.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	NKYC	08/13/12-08/19/12		M-F 7-9a Today See MG 21.75,21.76,21.77 [NA/Oversold]		7a-9a	- TWThF - - - -	:30		(\$850.00)		0.00	NM		
26	NKYC	08/13/12-08/19/12		M-F 7-9a Today See MG 21.75,21.76,21.77 [NA/Oversold]		7a-9a	- TWThF - - - -	:30		(\$850.00)		0.00	NM		
75	NKYC	08/13/12-08/19/12		SAT TDY Ⓜ MG for 17.5,21.3,21.26		7a-9a	- - - - - Sa - -	:30		\$850.00		0.00	NM		
76	NKYC	08/20/12-08/20/12		M-F 6-7a Ⓜ MG for 17.5,21.3,21.26		6a-7a	M - - - - - - - -	:30		\$850.00		0.00	NM		
77	NKYC	08/20/12-08/20/12		M-F 7-9a Today Ⓜ MG for 17.5,21.3,21.26		7a-9a	M - - - - - - - -	:30		\$850.00		0.00	NM		
	Week:	08/20/12	08/26/12	- TWTF - -		24				\$850.00		0.00			
	Week:	08/27/12	09/02/12	- TWTF - -		24				\$850.00		0.00			
E 22	WKYC	08/14/12	08/31/12	M-F 730-8p Entertainment Tonight ENT TONIGHT 30<	CM	730-8p	- TWTF - -	:30	4	\$1,200.00	P-2	0.00	NM	10	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	- TWTF - -		4				\$1,200.00		0.00			
	Week:	08/20/12	08/26/12	- TWTF - -		4				\$1,200.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
5	NKYC	08/20/12-08/26/12		M-F 730-8p See MG 22.13 [Browns Football]		730-8p	- TWThF - - - -	:30		(\$1,200.00)		0.00	NM		
13	NKYC	08/20/12-08/20/12		M-F 7-730p Ⓜ See MG 18.22 [displaced on closed log - jh]		7-730p	M - - - - - - - -	:30		(\$1,200.00)		0.00	NM		
	Week:	08/27/12	09/02/12	- TWTF - -		4				\$1,200.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
12	NKYC	08/27/12-09/02/12		M-F 730-8p See MG 18.22 [Prgm Change] football		730-8p	- TWThF - - - -	:30		(\$1,200.00)		0.00	NM		
E 23	WKYC	08/03/12	08/03/12	Olympics Zone Olympics Zone OLMPIC ZONE	CM	Olympics Zone	- - - - F - -	:30	3	\$2,500.00	P-2	0.00	NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/30/12	08/05/12	- - - - F - -		3				\$2,500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	NKYC	07/30/12-08/05/12		Olympics Zone See MG 23.4		Olympics Zone	- - - - - F - - - -	:30		(\$2,500.00)		0.00	NM		
4	NKYC	07/30/12-08/05/12		Olympics Zone Ⓜ MG for 23.2 08/03 same program, move day		Olympics Zone	- - - - - Sa - -	:30		\$2,500.00		0.00	NM		
E 24	WKYC	08/07/12	08/10/12	Olympics Prime Olympic Primetime OLYMPIC PRIME	CM	Olympic Primetime-	WTWTF - -	:30	5	\$12,000.00	P-2	0.00	NM	5	\$60,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	- TWTF - -		5				\$12,000.00		0.00			
E 25	WKYC	08/03/12	08/03/12	M-F 9-10a Today II Today Show II OLYMPICS DAYTIME	CM	9a-10a	- - - - F - -	:30	4	\$550.00	P-2	0.00	NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/30/12	08/05/12	- - - - F - -		4				\$550.00		0.00			
E 26	WKYC	08/14/12	09/01/12		CM	11P-1135P	- TWTF - -	:30	5	\$2,800.00	P-2	0.00	NM	15	\$42,000.00

Order / Rev: 703181
 Alt Order #: 06256499
 Flight Dates: 08/03/12 - 09/03/12

Advertiser: Obama/D/President
 Product Desc: OBAMA SKED A
 Estimate: 1522

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
LN (M-Su)															
Late News (M-Su)															
CH 3 NWS AT 11<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	- TWTFs-		5				\$2,800.00		0.00			
	Week:	08/20/12	08/26/12	- TWTFs-		5				\$2,800.00		0.00			
	Week:	08/27/12	09/02/12	- TWTFs-		5				\$2,800.00		0.00			
E 27	WKYC	08/24/12	08/24/12	Browns Pre-Season Football	CM	Browns Pre-Season Football	----F--	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00
BROWNS V PHILLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	----F--		1				\$7,500.00		0.00			
E 28	WKYC	08/31/12	08/31/12	Fri Prime A	CM	8-9p	----F--	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
AGT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	----F--		1				\$2,500.00		0.00			
E 29	WKYC	08/20/12	08/27/12	Mon Prime A	CM	8p-9p	M-----	:30	1	\$3,500.00	P-2	0.00	NM	2	\$7,000.00
AGT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	M-----		1				\$3,500.00		0.00			
	Week:	08/27/12	09/02/12	M-----		1				\$3,500.00		0.00			
E 30	WKYC	08/18/12	09/02/12	EN (Sa-Su)	CM	6P-7P Sa/Su	-----SS	:30	3	\$600.00	P-2	0.00	NM	8	\$4,800.00
Early News (Sa-Su) (6:00 PM-6:30 PM)															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----SS		3				\$600.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	NKYC	08/13/12-08/19/12	EN (Sa-Su)		6P-7P Sa/Su	(6:00 PM-6:30 PM)-----SaSu	:30		(\$600.00)		0.00	NM		
Credited															
		Week:	08/20/12	08/26/12	-----SS		3			\$600.00		0.00			
		Week:	08/27/12	09/02/12	-----SS		3			\$600.00		0.00			
E 31	WKYC	08/18/12	09/01/12	Sat 1030a-11a	CM	Sat 1030-11a	-----S-	:30	2	\$125.00	P-2	0.00	NM	6	\$750.00
SAT NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S-		2				\$125.00		0.00			
	Week:	08/20/12	08/26/12	-----S-		2				\$125.00		0.00			
	Week:	08/27/12	09/02/12	-----S-		2				\$125.00		0.00			
E 32	WKYC	08/18/12	09/01/12	Saturday Night Live	CM	1130p-107a	-----S-	:30	1	\$800.00	P-2	0.00	NM	3	\$2,400.00
SAT NITE LIVE< (11:30 PM-1:00 XM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S-		1				\$800.00		0.00			
	Week:	08/20/12	08/26/12	-----S-		1				\$800.00		0.00			
	Week:	08/27/12	09/02/12	-----S-		1				\$800.00		0.00			
E 33	WKYC	08/18/12	09/01/12	Overnight M-Su	CM	M-Su 2xm-5am	-----S-	:30	1	\$75.00	P-2	0.00	NM	3	\$225.00
Overnights (4:30 AM-4:59 AM)															
HOUSE CALLS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S-		1				\$75.00		0.00			
	Week:	08/20/12	08/26/12	-----S-		1				\$75.00		0.00			
	Week:	08/27/12	09/02/12	-----S-		1				\$75.00		0.00			
E 34	WKYC	08/18/12	09/01/12	Sat 7-8p	CM	7-8p	-----S-	:30	1	\$500.00	P-2	0.00	NM	3	\$1,500.00
Sat 7-8p															
CRIME STOPERS/ CASH EXPULSION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S-		1				\$500.00		0.00			
	Week:	08/20/12	08/26/12	-----S-		1				\$500.00		0.00			

Advertiser:	Obama/D/President
Product Desc:	OBAMA SKED A
Estimate:	1522

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 34	WKYC	08/18/12	09/01/12	Sat 7-8p Sat 7-8p CRIME STOPERS/ CASH EXPOLSION	CM	7-8p	-----S-	:30	1	\$500.00	P-2	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S-		1				\$500.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	NKYC	08/20/12-08/26/12	Sat 7-8p		7-8p	-----Sa--	:30		(\$500.00)		0.00	NM		
		See MG 34.4 [Prgm Change]													
	4	NKYC	08/25/12-08/25/12	EN (Sa-Su)		6P-7P Sa/Su	(6:00 PM-6:30 PM)-----Sa--	:30		\$500.00		0.00	NM		
		Ⓜ MG for 34.2 08/25													
	Week:	08/27/12	09/02/12	-----S-		1				\$500.00		0.00			
E 35	WKYC	08/18/12	09/01/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	4	\$850.00	P-2	0.00	NM	12	\$10,200.00
		SAT TODAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S-		4				\$850.00		0.00			
	Week:	08/20/12	08/26/12	-----S-		4				\$850.00		0.00			
	Week:	08/27/12	09/02/12	-----S-		4				\$850.00		0.00			
E 36	WKYC	08/18/12	09/01/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	2	\$850.00	P-2	0.00	NM	6	\$5,100.00
		SAT NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S-		2				\$850.00		0.00			
	Week:	08/20/12	08/26/12	-----S-		2				\$850.00		0.00			
	Week:	08/27/12	09/02/12	-----S-		2				\$850.00		0.00			
E 37	WKYC	08/04/12	08/11/12	Olympics Weekend DT Olympics Weekend DT	CM	Olympics Weekend (9:00 AM-6:00 PM)	-----S-	:30	3	\$2,000.00	P-2	0.00	NM	7	\$14,000.00
		COMMENTS APPLY TO SUB LINES A THRU B OLYMPIC WEEKEND													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/30/12	08/05/12	-----S-		3				\$2,000.00		0.00			
	Week:	08/06/12	08/12/12	-----S-		4				\$2,000.00		0.00			
E 38	WKYC	08/12/12	09/02/12	Su 12-1230p Channel 3 News at Noon Su	CM	12-1230p /Su	-----S	:30	1	\$450.00	P-2	0.00	NM	3	\$1,350.00
		NOON NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----S		1				\$450.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	NKYC	08/06/12-08/12/12	Su 12-1230p		12-1230p /Su	-----Su	:30		(\$450.00)		0.00	NM		
		Credited													
	Week:	08/13/12	08/19/12	-----S		1				\$450.00		0.00			
	Week:	08/20/12	08/26/12	-----S		1				\$450.00		0.00			
	Week:	08/27/12	09/02/12	-----S		1				\$450.00		0.00			
E 39	WKYC	08/05/12	09/02/12	Sun 1-2x whacked out	CM	105x-135ax (1:05 XM-1:35 XM)	-----S	:30	1	\$75.00	P-2	0.00	NM	3	\$225.00
		WHACKED OUT SPORTS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/30/12	08/05/12	-----S		1				\$75.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	NKYC	07/30/12-08/05/12	Sun 1-2x		105x-135ax	(1:05 XM-1:35 X)-----Su	:30		(\$75.00)		0.00	NM		
		See MG 39.6													
	6	NKYC	08/05/12-08/05/12	Olympics Overnight		Olympics Overnight	1:30 XM-2:00 X)-----Su	:30		\$75.00		0.00	NM		
		Ⓜ MG for 39.1 08/05													
	Week:	08/06/12	08/12/12	-----S		1				\$75.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	NKYC	08/06/12-08/12/12	Sun 1-2x		105x-135ax	(1:05 XM-1:35 X)-----Su	:30		(\$75.00)		0.00	NM		
		Credited													
	Week:	08/13/12	08/19/12	-----S		1				\$75.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	3	NKYC	08/13/12-08/19/12	Sun 1-2x		105x-135ax	(1:05 XM-1:35 X)-----Su	:30		(\$75.00)		0.00	NM		
		Credited													

Order / Rev: 703181
 Alt Order #: 06256499
 Flight Dates: 08/03/12 - 09/03/12

Advertiser: Obama/D/President
 Product Desc: OBAMA SKED A
 Estimate: 1522

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 39	WKYC	08/05/12	09/02/12	Sun 1-2x whacked out	CM	105x-135ax (1:05 XM-1:35 XM)	-----S	:30	1	\$75.00	P-2	0.00	NM	3	\$225.00
WHACKED OUT SPORTS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S		1				\$75.00		0.00			
	Week:	08/27/12	09/02/12	-----S		1				\$75.00		0.00			
E 40	WKYC	08/19/12	09/02/12	5A-530A Hometime	CM	5a-530a	-----S	:30	1	\$75.00	P-2	0.00	NM	3	\$225.00
HOUSE CALLS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S		1				\$75.00		0.00			
	Week:	08/20/12	08/26/12	-----S		1				\$75.00		0.00			
	Week:	08/27/12	09/02/12	-----S		1				\$75.00		0.00			
E 41	WKYC	08/05/12	08/12/12	Olympics Weekend DT Olympics Weekend DT	CM	Olympics Weekend	-----S	:30	3	\$2,000.00	P-2	0.00	NM	7	\$14,000.00
COMMENTS APPLY TO SUB LINES A THRU B OLYMPIC WEEKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/30/12	08/05/12	-----S		3				\$2,000.00		0.00			
	Week:	08/06/12	08/12/12	-----S		4				\$2,000.00		0.00			
E 42	WKYC	08/19/12	08/19/12	NFL Pre Season Football NFL Pre-Season Football	CM	NFL Pre-Season F (8:00 PM-11:00 PM)	-----S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
INDY@PITT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S		1				\$5,000.00		0.00			
E 43	WKYC	08/26/12	08/26/12	NFL Pre Season Football NFL Pre-Season Football	CM	NFL Pre-Season F (8:00 PM-11:00 PM)	-----S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
CAR@NYJ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S		1				\$5,000.00		0.00			
E 44	WKYC	08/19/12	09/02/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$850.00	P-2	0.00	NM	3	\$2,550.00
SUN TODAY-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S		1				\$850.00		0.00			
	Week:	08/20/12	08/26/12	-----S		1				\$850.00		0.00			
	Week:	08/27/12	09/02/12	-----S		1				\$850.00		0.00			
E 45	WKYC	08/19/12	09/02/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	:30	2	\$850.00	P-2	0.00	NM	6	\$5,100.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S		2				\$850.00		0.00			
	Week:	08/20/12	08/26/12	-----S		2				\$850.00		0.00			
	Week:	08/27/12	09/02/12	-----S		2				\$850.00		0.00			
E 46	WKYC	08/16/12	08/16/12	Browns Pre-Season Football Browns Pre-Season Football	CM	Browns Pre-Season	---T---	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00
BROWNS V DETROIT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	---T---		1				\$7,500.00		0.00			
E 47	WKYC	08/30/12	08/30/12	Browns Pre-Season Football Browns Pre-Season Football	CM	Browns Pre-Season	---T---	:30	2	\$7,500.00	P-2	0.00	NM	2	\$15,000.00
BROWNS V CHICAGO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	---T---		2				\$7,500.00		0.00			
E 48	WKYC	08/16/12	08/16/12	Thu Prime A Thu Prime A	CM	8-9p	---T---	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
OFFICE/PARKS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	---T---		1				\$2,800.00		0.00			

Order / Rev: 703181
 Alt Order #: 06256499
 Flight Dates: 08/03/12 - 09/03/12

Advertiser: Obama/D/President
 Product Desc: OBAMA SKED A
 Estimate: 1522

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 48	WKYC	08/16/12	08/16/12	Thu Prime A Thu Prime A	CM	8-9p	---T---	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
OFFICE/PARKS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	---T---	1		\$2,800.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	NKYC	08/13/12-08/19/12		Thu Prime A	8-9p		---Th----	:30	(\$2,800.00)	0.00	NM				
See MG 48.2 [Browns Game]															
2	NKYC	08/13/12-08/19/12		Browns Pre-Game	Browns Pre-Game		MTWThFSaSu	:30	\$2,800.00	0.00	NM				
Ⓜ MG for 48.1 08/16															
E 49	WKYC	08/07/12	08/12/12	Olympic Late News Olympic Late News	CM	12x-12:35x	-TWTFSS	:30	10	\$2,400.00	P-2	0.00	NM	10	\$24,000.00
OLYMPIC LN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	-TWTFSS	10		\$2,400.00		0.00						
E 50	WKYC	08/14/12	09/02/12	EN (M-Su) Early News (M-Su)	CM	M-F 6-730pm/SS (6:00 PM-6:30 PM)	-TWTFSS	:30	10	\$1,800.00	P-2	0.00	NM	30	\$54,000.00
CH 3 NWS AT 6<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-TWTFSS	10		\$1,800.00		0.00						
Week:		08/20/12	08/26/12	-TWTFSS	10		\$1,800.00		0.00						
Week:		08/27/12	09/02/12	-TWTFSS	10		\$1,800.00		0.00						
E 51	WKYC	08/07/12	08/12/12	EN (M-Su) Early News (M-Su)	CM	M-F 6-730pm/SS (6:00 PM-6:30 PM)	-TWTFSS	:30	10	\$2,000.00	P-2	0.00	NM	10	\$20,000.00
OLYMPICS EN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	-TWTFSS	10		\$2,000.00		0.00						
E 52	WKYC	08/14/12	08/28/12	Tues Prime Other Tues Prime Other	CM	Various (8:00 PM-10:00 PM)	-T-----	:30	1	\$6,000.00	P-2	0.00	NM	3	\$18,000.00
AGT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-T-----	1		\$6,000.00		0.00						
Week:		08/20/12	08/26/12	-T-----	1		\$6,000.00		0.00						
Week:		08/27/12	09/02/12	-T-----	1		\$6,000.00		0.00						
E 53	WKYC	08/22/12	08/22/12	Wed Prime B Wed Prime B	CM	9-10p (9:00 PM-10:00 PM)	--W----	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
AGT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	--W----	1		\$7,000.00		0.00						
E 54	WKYC	08/15/12	08/29/12	Wed Prime C Wed Prime C	CM	10-11p	--W----	:30	1	\$4,500.00	P-2	0.00	NM	2	\$9,000.00
COMMENTS APPLY TO SUB LINES A THRU B LAW AND ORDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	--W----	1		\$4,500.00		0.00						
Week:		08/20/12	08/26/12	-----	0		\$0.00		0.00						
Week:		08/27/12	09/02/12	--W----	1		\$4,500.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
2	NKYC	08/27/12-09/02/12		Wed Prime C	10-11p		--W-----	:30	(\$4,500.00)	0.00	NM				
See MG 54.3 [Prgm Change] political convention															
3	NKYC	08/24/12-08/24/12		Browns Pre-Season Football	Browns Pre-Season		-----F----	:30	\$4,500.00	0.00	NM				
Ⓜ MG for 54.2 08/29															
E 55	WKYC	08/20/12	09/03/12	Days of Our Lives Days of Our Lives	CM	1p-2p	M-----	:30	1	\$500.00	P-2	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	M-----	1		\$500.00		0.00						
Week:		08/27/12	09/02/12	M-----	1		\$500.00		0.00						
Week:		09/03/12	09/09/12	M-----	1		\$500.00		0.00						
E 56	WKYC	08/20/12	09/03/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$600.00	P-2	0.00	NM	3	\$1,800.00

Order / Rev: 703181
 Alt Order #: 06256499
 Flight Dates: 08/03/12 - 09/03/12

Advertiser: Obama/D/President
 Product Desc: OBAMA SKED A
 Estimate: 1522
WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 56	WKYC	08/20/12	09/03/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$600.00	P-2	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	M-----		1				\$600.00		0.00			
		Week: 08/27/12	09/02/12	M-----		1				\$600.00		0.00			
		Week: 09/03/12	09/09/12	M-----		1				\$600.00		0.00			
E 57	WKYC	08/20/12	09/03/12	M-F 11a-1230p Live on Lakeside	CM	11a-1230p	M-----	:30	1	\$250.00	P-2	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	M-----		1				\$250.00		0.00			
		Week: 08/27/12	09/02/12	M-----		1				\$250.00		0.00			
		Week: 09/03/12	09/09/12	M-----		1				\$250.00		0.00			
E 58	WKYC	08/20/12	09/03/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	M-----	:30	1	\$500.00	P-2	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	M-----		1				\$500.00		0.00			
		Week: 08/27/12	09/02/12	M-----		1				\$500.00		0.00			
		Week: 09/03/12	09/09/12	M-----		1				\$500.00		0.00			
E 59	WKYC	08/20/12	09/03/12	M-F 2-3p Rachel Ray	CM	2-3p	M-----	:30	1	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	M-----		1				\$250.00		0.00			
		Week: 08/27/12	09/02/12	M-----		1				\$250.00		0.00			
		Week: 09/03/12	09/09/12	M-----		1				\$250.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	3	NKYC	09/03/12-09/09/12	M-F 2-3p		2-3p	M-----	:30		(\$250.00)		0.00	NM		
				Credited											
E 60	WKYC	08/20/12	09/03/12	M-F 3-4p The Doctors	CM	3p-4p	M-----	:30	1	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	M-----		1				\$350.00		0.00			
		Week: 08/27/12	09/02/12	M-----		1				\$350.00		0.00			
		Week: 09/03/12	09/09/12	M-----		1				\$350.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	3	NKYC	09/03/12-09/09/12	M-F 3-4p		3p-4p	M-----	:30		(\$350.00)		0.00	NM		
				Credited											
E 61	WKYC	08/20/12	09/03/12	Early Today Early Today	CM	4a-430a (4:00 AM-4:30 AM)	M-----	:30	1	\$25.00	P-2	0.00	NM	3	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	M-----		1				\$25.00		0.00			
		Week: 08/27/12	09/02/12	M-----		1				\$25.00		0.00			
		Week: 09/03/12	09/09/12	M-----		1				\$25.00		0.00			
E 62	WKYC	08/20/12	09/03/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	:30	1	\$425.00	P-2	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	M-----		1				\$425.00		0.00			
		Week: 08/27/12	09/02/12	M-----		1				\$425.00		0.00			
		Week: 09/03/12	09/09/12	M-----		1				\$425.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	3	NKYC	09/03/12-09/09/12	M-F 4-5p		4p-5p	M-----	:30		(\$425.00)		0.00	NM		
				Credited											
E 63	WKYC	08/20/12	09/03/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M-----	:30	2	\$650.00	P-2	0.00	NM	6	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	M-----		2				\$650.00		0.00			
		Week: 08/27/12	09/02/12	M-----		2				\$650.00		0.00			
		Week: 09/03/12	09/09/12	M-----		2				\$650.00		0.00			
E 64	WKYC	08/06/12	08/13/12	M-F 5-6p News (Olympics) M-F 5-6p News (Olympics)	CM	5-6p	M-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	M-----		1				\$1,400.00		0.00			

Advertiser:	Obama/D/President
Product Desc:	OBAMA SKED A
Estimate:	1522

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 64	WKYC	08/06/12	08/13/12	M-F 5-6p News (Olympic) M-F 5-6p News (Olympics)	CM	5-6p	M-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	M-----		1				\$1,400.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	NKYC	08/13/12-08/19/12	M-F 5-6p News (Olympic)		5-6p	M-----	:30		(\$1,400.00)		0.00	NM		
		Credited													
E 65	WKYC	08/20/12	09/03/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	1	\$650.00	P-2	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	M-----		1				\$650.00		0.00			
		Week: 08/27/12	09/02/12	M-----		1				\$650.00		0.00			
		Week: 09/03/12	09/09/12	M-----		1				\$650.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	3	NKYC	09/03/12-09/09/12	M-F 5-6p		5p-6p	M-----	:30		(\$650.00)		0.00	NM		
		Credited													
E 66	WKYC	08/06/12	08/13/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	1	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	M-----		1				\$750.00		0.00			
		Week: 08/13/12	08/19/12	M-----		1				\$750.00		0.00			
E 67	WKYC	08/20/12	08/27/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	3	\$850.00	P-2	0.00	NM	6	\$5,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	M-----		3				\$850.00		0.00			
		Week: 08/27/12	09/02/12	M-----		3				\$850.00		0.00			
E 68	WKYC	08/20/12	09/03/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	M-----	:30	1	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	M-----		1				\$1,200.00		0.00			
		Week: 08/27/12	09/02/12	M-----		1				\$1,200.00		0.00			
		Week: 09/03/12	09/09/12	M-----		1				\$1,200.00		0.00			
E 69	WKYC	08/06/12	08/13/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	1	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	M-----		1				\$750.00		0.00			
		Week: 08/13/12	08/19/12	M-----		1				\$750.00		0.00			
E 70	WKYC	08/13/12	08/13/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	3	\$850.00	P-2	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	M-----		3				\$850.00		0.00			
E 71	WKYC	08/20/12	09/03/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	M-----		1				\$1,200.00		0.00			
		Week: 08/27/12	09/02/12	M-----		1				\$1,200.00		0.00			
		Week: 09/03/12	09/09/12	M-----		1				\$1,200.00		0.00			
E 72	WKYC	08/06/12	08/06/12	M-F 5-6p News (Olympic) M-F 5-6p News (Olympics)	CM	M-F 5-6P	M-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	M-----		1				\$1,400.00		0.00			
N 73	WKYC	08/12/12	08/12/12	Olympics Cntdwn to Clo Olympics Countdown	CM	7-8p	-----S	:30	1	\$3,050.00	P-2	0.00	NM	1	\$3,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S		1				\$3,050.00		0.00			
Totals													633	\$664,775.00	